

# Holistic wellness and an over 50s digital community star in this week's MaddyMoney

*Every week, Maddyness brings you the latest investment news from the UK startup ecosystem. Here's a recap of this week's investments.*

Temps de lecture : minute

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23 December 2022

Total

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**£15.98M**

Number of deals

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**5**

## Over-50s financial services platform Rest Less Secures £6M

*Rest Less*, a 1,000,000 strong digital community, advocate and financial services platform for people aged over 50, today announces it has secured £6M in its latest funding round, led by Moneta Venture Capital.

Rest Less launched in early 2019 with a mission to help people aged over 50 live their lives to the fullest. Rest Less began as a work and careers site matching age inclusive employers with its member base but has

expanded to offer thousands of tailored articles, guides and advice to support members as they navigate a wide range of midlife transitions including work, health, pensions, relationships and money. Earlier this year, understanding the specific challenges faced by members regarding access to financial advice, Rest Less launched Rest Less Mortgages, a whole of market later life lending advice platform offering fee-free advice and Rest Less Pensions, a pension platform designed to close the advice gap.

Stuart Lewis, co-founder of Rest Less, commented: “We’re proud that Rest Less has become an essential and trusted resource for today's digitally native midlifers. We see huge unmet needs from our members in the areas of work, health and financial services. With this latest funding, we are excited to be able to accelerate investment in our unique financial services offerings in the pensions and later life lending space.”

## Doctors raise over £1M for health and lifestyle coaching platform

Two leading doctors who developed a new health coaching platform after the untimely death of a colleague have raised over £1M in a funding round led by private equity firm Traditum and backed by angel investors.

Oxford-based *Added Health* aims to transform the health of users and prevent illness by providing a personalised yet affordable coaching service that encourages long-term habit change. It is the first service of its type to be regulated by the Care Quality Commission. The platform uses machine learning to gain deeper insights into users’ health and behaviour. Added Health’s coaching incorporates Motivational Interviewing techniques which have proven to change behaviour, and takes a holistic approach centred around the five key pillars of good health - nutrition, exercise, sleep, mental wellbeing and relationships.

The funding will enable physiologist and serial entrepreneur Dr Michael Stein and Oxford University's Professor Chris Butler to develop their Added Health platform further and roll it out to a wider audience.

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#FINTECH

## Ubamarket

**£800K**

IW Capital

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#FINTECH

## StructureFlow

**£2.88M**

Venrex , Angels

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#FINTECH

## Primary Portal

**£5.3M**

Dutch Founders Fund , Flow Traders

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#FINTECH

## Rest Less

**£6M**

Moneta Venture Capital , Sony Financial Ventures/Global Brain , Exceptional Ventures , QED Investors , Viola Fintech , Octopus Ventures , MTech Capital , 1818 Venture Capital

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#HEALTHTECH

# AddedHealth

## £1M

Traditum , Angels

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Article by Maddyneess UK